



The Women Masters Interview with Samantha Bennett

AMY: Welcome, welcome everyone to the Women Masters fall teleseminar series expert call with the amazing, incredible Samantha Bennett. I'm so excited about our call today and I really, truly hope that you're ready to get inspired. My name is Amy Ahlers and I'm the Wake-up Call Coach and the creator of the Women Masters, and also the CEO of Wake-up Call Coaching, and my vision for this series is to allow people from all over the world access to the most respected and most inspiring women experts of our time, so that you can be motivated, so that you can stay motivated, so that you can stay positive in an authentic way, despite any personal challenges, any challenges going on in the world. It is our mission here to get your vibration up, so to speak, on this call, and I want all of you to have a breakthrough so that you can wake up and step fully into your power and genius. I'm just going to go ahead and have us all take a deep breath together, because I know many of you are getting on the call right now. Just take a deep breath and I'll invite you to stop multitasking if you can, and get ready to deeply receive the wisdom and insight from today's master.

I'm so thrilled, I know many of you have experienced Samantha Bennett in one form or another. She's been on these Women Masters calls with me on some of the wrap up calls for the series. Some of you have experienced her wearing different hats inside Wake-up Call Coaching, and I know many of you are clients of hers through her amazing company, The Organized Artist Company. She's the founder of that company and that company can be found at TheOrganizedArtistCompany.com, and that company is dedicated to helping creative people get unstuck in whatever way they're stuck, especially by helping them focus and move forward on their goals. Sam has created the revolutionary, and it truly is revolutionary, Get It Done workshops and teleclasses, and she also does private consulting to help overwhelmed procrastinators, frustrated overachievers and recovering perfectionists everywhere. She is also a working actor and writer, and she recently completed writing a musical with Phil Swann and Al Kasha, and is currently working on The Organized Artist Book, a success book for creative people who want to be more organized and organized people who'd like to be more creative. I will just say she's a personal friend. I have known Samantha for going on probably eleven years now. She is a mermaid on land and she is magical, she is one of the wittiest people I've ever met. She makes me laugh on a daily basis. I deeply love her and I'm just so excited to introduce all of you who have yet to meet her to the miraculous Samantha Bennett. Welcome, Sam!

SAMANTHA: Oh Amy, I feel like, between you and your clients, I feel like I've just walked into my dream family reunion. I feel like I'm here with all my sisters. I'm so glad to be here, I'm really excited, I'm really excited.

AMY: Well I'm just so thrilled that this worked out today and I know that there's a lot of people on the call. One of the things that you said today is that our focus for today is about getting out of procrastination and conquering perfectionism, and that just makes me so delighted because I know there's so many people on the call right now who can relate to being a procrastinator or at least buy into the story of being a procrastinator, or a perfectionist, and



so let's just dive in. I want to hear from you, Samantha. Give us your wisdom. Preach, baby!

SAMANTHA: Alrighty. There's a bit myth out there about procrastination and especially when it comes to creative people, but really anybody. The kind of visionaries that are in this group, I'm sure, encounter it, this sort of myth that oh, creative people procrastinate, they never get anything done, they're lazy, they can't quite get to it. That is not my experience. My experience is that creative people work harder than anybody else and pretty much all the time, and often for free.

AMY: Yes.

SAMANTHA: Here's the thing with procrastination: procrastination means your project is too big. Procrastination means your project is too big.

AMY: Oh, gosh, so I've got to highlight it because I want everybody on this call that's listening in, that associates themselves with that story of procrastination, being a procrastinator, maybe has been accused of it before, just take a look at that. Take a look. What are the projects in your life right now? What are the things on the to-do list that you've been "procrastinating" about, and just look at the size of them. Look at the size of that project and see how much that resonates with what Sam's saying, because I know, Sam, I have things that I'm procrastinating on right now and you hit the nail the head.

SAMANTHA: Here's the thing. Your brain is a beautiful, incredible problem solving machine and we know this. You put in a nickel, you get out a gumball almost every time. I start thinking what to get my sister for her birthday and sure enough, eventually, tick, tick, tick, tick, ding, usually when I'm in the shower or driving or out for a walk, I'll get some great idea. But the brain has a very difficult time when there's too many variables or too many unknowns. Then it starts to get . . . it tries, it wants to solve it for you, but it starts to get into a spin and the gears start to grind. It's as though we say you know what, I think it's time to redo the entire house, and the brain goes tick, tick, tick, tick, seize, clunk, and you can't move forward on that. If, however, you start to break it down into smaller, more manageable chunks, like I need to look at carpet samples for the upstairs bedroom. Ah, says the brain, now that's not too many unknowns, that's not too many variables. Now the brain can start doing its magical little thing and all of the sudden you'll notice oh, look, there's that carpet store I've driven by 100 times and never noticed before. Or even, and this is what I really love, because when you set an intention, chunk it out into a smaller goal, move your feet a little bit towards that goal, then you have moved yourself into sort of a new place of potentiality, right? You have moved forward from where you were and now all kinds of new things can happen, and that's when you end up standing in line next to the person that you've known for 20 years, who's saying gosh, I just wish I had some place to get rid of this blue carpet that would be so perfect for an upstairs bedroom. That's when the magic starts to happen. So I really urge you, if you've got things that you want to move forward on, first of all get off of your own back. If you haven't done it by now it's because it hasn't been the right time up 'til now. That's okay. Sometimes things take a long time to ferment, and see if you can't move your project into smaller chunks, and the way I urge everyone to do this,



and urge isn't even strong enough a word. If I could come over to your house every morning and stand over you I would. I want you to set your kitchen timer for fifteen minutes a day and spend fifteen minutes a day working on your project. I know it doesn't seem like very much time but you will be amazed at how much you can get done in fifteen minutes, how much progress you can make on five, seven, ten, 30, 45, 90 days of fifteen minutes a day, the cumulative effect of that, and also, what my clients report to me over and over again is that when they take the fifteen minutes at the beginning of the day their whole day goes better. They feel better, they feel brighter, they get more done, they feel more confident. I don't know what's so magical about it but I know that it works and I know that when I don't do it, it doesn't work.

AMY: Yes and I just love this. I know, Sam, you and I . . . I mean, we've written books fifteen minutes a day.

SAMANTHA: We've written books.

AMY: Literally written books, got started on exercise programs, got started meditating. I mean, you name it, and I know that we both have had just so many clients that have reported back about that magic, and I know, actually, there's a woman on this call that has been a part of various things at Wake-up Call Coaching, who began her artwork finally again, picked it up after years of not doing it, got out of that procrastination by just committing to fifteen minutes a day.

SAMANTHA: Yes. What I would suggest, sort of a practical tip, for the first day of fifteen minutes I would sit down and make a list of fifteen minute tasks, some of which are really big and bold and outgoing, because some days you're going to wake up and be, like, you know what, I'm just going to call that curator at the museum, I'm just going to call that person I'm afraid to call; I feel bold and I'm going to do it. Other times you're going to feel quieter, more internal, less brave, and you're going to want some tasks on there that suit that mood, too. So we're not saying do the same thing every day for fifteen minutes a day, we're saying do something.

AMY: Yes.

SAMANTHA: Even if it's just daydreaming and brainstorming, and really just give it a try and then let me know your results, because I have yet to see a person this has not worked for; let's put it that way. I'm not guaranteeing results but I'm telling you I've never seen it not work.

AMY: Yes and I know . . . do you find that it's best, whatever it is that you've been procrastinating about, to actually do the fifteen minutes in the first part of the day; do you find that there's a time of day that works best for your clients?

SAMANTHA: You know, it really depends on where they're at in their life. For me and sort of overall, I would generally suggest mornings just because the day tends to get away from you otherwise, and by the end of the day we're often tired and there's stuff going on. Plus, So You Think You Can Dance is on. So for me mornings work better but I know a lot of people with small children, it's much easier to find the time after they've gone to bed. I have a



friend who's written two plays during her lunch break, because she had two small kids and a full time job, so she wrote entire, beautiful plays in half hour chunks in the middle of the day, because that was the time she had.

AMY: Wow. I love that and I know that you and I have talked about this as well, that anchoring it to something that is already a habit can be so helpful when you're doing that fifteen minutes, so if it's like you have kids, they've gone down for bed, and then you anchor in that fifteen minutes of whatever project that you've been procrastinating on right after that. Or right after brushing your teeth, or during your lunch break, like something that's already structured in your life, and you just tack on these sneaky fifteen minutes.

SAMANTHA: Life changes and especially if it's something that doesn't need too much brain power. If it's something like organizing the photographs or clearing off your desk or a sewing project, something that doesn't require your full attention but you still want to make it happen. I recommend what I call the Law and Order strategy, which is that almost lots of people who like to watch TV have some show that they watch pretty regularly, that they've pretty much seen every episode of.

AMY: Right.

SAMANTHA: Like I had a client one time who was really interested in improving his golf game and he also happened to watch Seinfeld every night at 7:30. I said great, so during Seinfeld practice your putting. He had one of those little putting things in his house and I'm, like, that'll be your time, because you already have a date with Seinfeld; that time is already set aside. But let's face it, Seinfeld does not require your full attention, so tie things together. Tie things together so that it really works with something, like you said, that's already happened. When you automate it and make it a must for every day, then you don't have to think about it. It doesn't turn into one of those oh, I don't feel like it or I don't want to or I'm tired. Well, it doesn't matter. It's like flossing your teeth; it's just got to happen.

AMY: Yes.

SAMANTHA: So you just do it.

AMY: And I'm sure you just gave everybody that isn't flossing their teeth on a regular basis a nice little oh gosh, I've been procrastinating about that, too, so floss your teeth, everybody; that's a little homework assignment from Amy Ahlers and Samantha Bennett.

SAMANTHA: That's right. Be true to your teeth and they'll never be false to you.

AMY: Oh my gosh. So I know that you also have some amazing tips around this whole perfectionism thing, which I know just runs . . . gosh, that's one of those things that when I first started coaching nine years ago, I was just blown away by how much that runs the show for so many clients, for so many people in the world. Talk to us about that.



SAMANTHA: Boy and it was a word I resisted for a long time. I was, like, I'm not a perfectionist, I just want it to be really, really, really, really, really, really good. I'm not a perfectionist, I'm a betterist, I would say; I just want things to be better. The number of things I did not do because I was afraid that I could not make them perfect to begin with—I'm ashamed to list those things. Finally I really started to think about perfectionism and what it means, because it does sort of call up an image of some woman running a white glove across a mantelpiece, and that's not us, that's not our life. So what I noticed was I felt I was being graded all the time. I felt like somebody somewhere was keeping track and every time I did a good job parallel parking or made a good dinner or folded the laundry just right or had a good phone call with a client, like I would be tallying up my little score and I was making myself nuts. Really, this was not fun to be around. It's not fun inside of my mind and I don't think it was fun for the people around me. So then I got the idea, I thought, okay, if I cannot get rid of the idea that I'm being graded all the time, what if I just try to get a C? What if I quit trying to get an A and I just get a C, and a C is the grade that you get for showing up and doing the work, not doing the work well, not doing the work better than everybody else, not being the front row with your hand raised, just showing up and doing the work.

AMY: Yes.

SAMANTHA: And I was really excited about this idea when I had it. I called my sister and I was telling her all about it and she said that's fascinating, Sam, good for you, and then we moved on to what we were actually on the phone about, which was that my father had moved into a new apartment and we wanted to send him a little housewarming present, and I said that I would take care of it. A couple of days later my sister and I are on the phone again and she says oh, did you send something to Dad? I said, you know, I haven't because I'm really trying to think of what might be really right for him and what he really wants and maybe something for the kitchen but I know he's got things for the kitchen and I don't want it to be too expensive but I want it to be nice, la, la, la, la, la, and my sister says, Sam, get a C, send a plant, and I thought get a C, send a plant. So I go on 1-800-Flowers.com, \$25 later I've sent him a plant. The next day he calls me—oh, how sweet and thoughtful, what lovely daughters I have to send me such a nice plant. Here's the thing: my desire to find the perfect thing for my father was preventing me from finding anything for my father.

AMY: Yes.

SAMANTHA: My willingness to just settle and do something fairly cheap and pretty obvious allowed what I really wanted to have happened to happen, which was just to let my father know that we cared about him and we hoped he was happy in his new place.

AMY: Yes. It's so brilliant.

SAMANTHA: Yes, it's amazing what you can do when you take away the internal pressure of things having to be good.

AMY: Right and things having to be A+.



SAMANTHA: And things having to be A+, yes. Who's grading? Who is that? Who is that person who's grading?

AMY: Yes and I just love this because I know that you're so right, that so often the quest for perfection means that we just don't even start, we don't even bother trying.

SAMANTHA: That's right.

AMY: Because when we set that up it's just like forget it, there's no way to win.

SAMANTHA: Or even if we do, because sometimes . . . there's some pretty extraordinary women on this call, who I'm sure have set some pretty extraordinary goals for themselves and gone ahead and killed themselves doing it, but then by that time you're so exhausted you can't even really appreciate that you've done it, you know? And we have complicated lives going on here, so to make some progress is to make than to make no progress, and to do some average work. You know, you can always make it better later. Start and then if you want to improve it great, improve it, but don't let the fear of it not being perfect stop you from beginning. The world needs what you have to give.

AMY: Yes. I love that. So I'll just invite everybody here who relates to that perfectionist cycle, and looking at any of those things on your to-do list, going back to that to-do list and thinking about well, gosh, if I just went for the C what would I be able to complete today. If I just went for the C what would I be able to complete today? Here's the thing that I love about this and I know you and I, Sam, have talked about this so much, that Samantha's version of a C is the world's version of an A. That's the thing that cracks me up about perfectionists—their version of a C is usually the rest of the world's version of an A, so who are you to even know what the grading scale is.

SAMANTHA: That's right, and I know that's true for the men and women on this call, that your standards are so high and it's part of what makes you creative, it's part of what makes you smart, it's part of what makes you driven, it's part of what makes you the kind of person who would sign up for a series like this. I want things to be better. I know I can do more. I know I can be happier. I know I can be more fruitful in my life, so trust that, that your C can be the world's A.

AMY: Yes and I know from . . . you have this amazing workshop called Get It Done that you do live, in the Los Angeles area, and then you do it via teleclass and I think you even have a virtual e-course on that, too. Is that right?

SAMANTHA: I do.

AMY: I'll let everybody know that I took that class at the beginning of this year when I was working on my big project called the Women Masters, which is now in its third generation. That was one of the things, and for those of you who signed up for the first series and signed up for upgrade packages, you know that boy did I go for the C. I had so many technical issues but I made the decision that it was better for me to get this work out in the



world and to go for the C and then fix it and create it and build relationships with people. I mean, I have so many people that were so patient and so kind of compassionate, and got to know me better through that learning curve process, and I'm so grateful that I just went ahead and did it, because if not I would probably be launching the first series right now, and all of you people have this great impact from this, so I'm so grateful for going for the C.

SAMANTHA: Right. You're absolutely my poster child client, Amy. I've never had anybody get as much done in the Get It Done workshop as you did.

AMY: Oh my goodness, well I was determined to get this puppy launched because I knew the world was really hungry for feminine wisdom in particular, and community, so I'm so grateful for everybody on this call and for people spreading the word. I just so deeply appreciate it and cannot speak highly enough about Sam's work. So conquering the perfectionist—go for the C. Take a look at where perfectionism in your life is running the show, and how you can go for the C and let yourself off the A+ hook.

SAMANTHA: You know, Amy, here's something I've been thinking about a lot. You know when God sends you the same postcard fourteen times in a day, like okay, okay, I get it, I get it. This seems to be coming up for me every time I turn around, which is also one of the other great tools against perfectionism, is partnership. Find a buddy, get a friend, even just somebody that you can call at the beginning of your fifteen minutes and say okay, I'm going to do this for the next fifteen minutes, and then call them at the end of the fifteen minutes and say I did it, I practiced guitar for fifteen minutes, I spent fifteen minutes practicing my Spanish, I did it. I worked on a novel; I did it. In fact I'm so into this idea I'm actually trying to start a little mental discipline that any time I have a little idea of, like, oh I think I'd like to do that, or that would be a fun project, or I should move forward on that, that my next thought is with whom. Me and what army?

AMY: Yes.

SAMANTHA: There's nothing like a little accountability, getting somebody else involved, because if I tell you that I'll have it done by Wednesday, I'll have it done by Wednesday.

AMY: That's right; accountability is huge, yes.

SAMANTHA: And also to have somebody to say it's fine, it doesn't need another revision, or okay, yes, maybe you should revise it one more time. Just to get somebody else's brain in there. And in all this I'm kind of burning to make our little announcement. Can we make our little announcement?

AMY: Yes, please.

SAMANTHA: Okay, so all this talk about partnership and small incremental movements and moving forward, as you can tell, Amy and I are friends and co-conspirators. We work together and talk together all the time, and we decided to co-offer a product, a workshop, so Wake-up Call Coaching and The Organized Artist Company present The Accountability Group. Ding,



ding, ding, all the balloons fly and imagine the confetti coming from the ceiling. This is a weekly call Tuesdays from 5:45 to 6:30 Pacific Time, so check your time zone for whatever time that is for you, 8:45 New York time, and it's 45 minutes for you to call in, get inspired, we'll have a little creativity worksheet questions, something for you to sort of work on and chew on, and an opportunity for you to make commitments for the upcoming week and report on what you've completed the week before. Whatever—if you're building a business, if you're raising a family, if you're trying to lose weight, you're trying to buy a new car—I don't care what your project is. There's not a one of us that cannot benefit from a little extra encouragement and accountability. Because we're trying to create what we call a no excuses zone, it's only \$47 a month. For now. It's going to go up, I can tell you right now.

AMY: Yes, absolutely, and I'm just so excited about it. You guys can view the details of this group at ReadyToGetInspired.com; you'll view all the details. The first week is free so if you want to check it out, see the difference it makes, you can register there. The first week is free and then all the other months are \$47 and at the end of this call we are going to be giving away three months in The Accountability Group to one lucky caller, so stay on until the end and you'll get a chance to win that. Yes, accountability is huge. It is life changing for people. It's one of the reasons coaching works, is because of accountability, so Sam and I want to be your accountability partners and we're so excited about this, and really wanted to make it dirt cheap so that there aren't any excuses, and I'm really excited about it. Let us help you get rid of that perfectionism and procrastination.

Sam I know one of the other things that we wanted to touch on, on this call today, is all about saying no. Talk to us about that.

SAMANTHA: Yes. Boy is that a biggie, right? We promise ourselves we're not going to take on anything more and then somebody calls and asks us to do something and we cave.

AMY: Yes.

SAMANTHA: I'll tell you what I learned about this. I was actually in therapy, it was a couple of years ago, and I was in therapy, and I had been asked to do a project, to be in a play, actually, and I was talking to my therapist about this project. They invited me, I was very flattered that they would just ask me. I didn't have to audition or anything, they just wanted me, and it probably wouldn't be that much time. I mean, it would, but I'd probably like it and the people are nice and I didn't know, and this and that. I was sort of talking through this decision of whether or not to engage in this project and my therapist turned to me and said, Sam, let me tell you something about you, and I said, yes? He said, when you want to do something it's done already, the sky's the limit, it's done; you've completed it, practically. When you want to, it's done. He says, when you don't want to do something you equivocate. Man did he earn his \$20 co-pay that day! I never knew this about myself. I was always waiting for that voice inside that said no, I don't want that, no, that's wrong for me. Turns out I don't have a voice inside that says no, I have a voice inside that says well, I probably, I mean, I could if I squeeze and maybe, if they're nice, and I should, and I ought, and blah, blah, blah, blah, blah.



AMY: Yes.

SAMANTHA: So noticing that, putting a little flag in that thought process, so that I catch myself doing that 'maybe,' that's my version of no. Now in my house, and I have to say my husband's great about helping me with this, and like I said, get a partner, get a friend to help you. In my house should means no, so we will say things like we really should go to that part. Oop, said should, now we can't go. Then one of two things happens. Either our next thought is oh, but I kind of want to go. Terrific, shoes on and go, let's get in the car. Or my next thought is oh, I don't have to go. Sometimes there's a third, actually; let me be clear. There's a third option which is I should go, oop, wait, that means I'm not going. Oh gosh, except it really is important to that other person and I did make that commitment and you know what, I'm going to acknowledge the fact that I actually don't want to go, but I am going to choose to go because of these other reasons. Then at least I'm in the driver's seat about having made the decisions in my own life. I don't feel victimized, I don't feel put upon, I feel like I'll do it, I'll do it. We know we don't always get to do what we want to do. It's a magical little thing, just giving yourself that little bit of space. I can't tell you how many times I've thought oh, I should go work out. Woops, now I've said should, I can't go, and ten minutes later I'm in the car driving to the gym.

AMY: Right.

SAMANTHA: Thinking to myself, wait a minute, I thought I was going to go. Recognizing that should and breaking free of the tyranny of that should, and sorting it out to where is your desire and where is your freedom. I'm telling you right now, there's a lot of things you're signed up for that you do not have to do.

AMY: Right.

SAMANTHA: You think you have to but you know what, you don't.

AMY: I love it. I just feel like everybody on this call right now, as you think about your to-do list, so to speak, whether that's something that's on a piece of paper or in your BlackBerry or iPhone or what have you, or if it's just something that's cluttering your head and in your mind, for you to take a look at these three things that Samantha's talked about. The first being what are you procrastinating on and actually looking at okay, I'm going to break that down into small chunks and do fifteen minutes a day. Where is perfectionism getting in the way of these tasks getting done, these things that I have on my to-do list, and what are the shoulds that you're ready to either let go of or really get back into desire about, reignite your desire. I love that, I really love that and I really want everyone on this call to just think about that. I invite you to look at those things because lord knows, as my friend Christine Arylo likes to say, we're in this age where women can have it all and therefore we think we need to do it all, and boy, those to-do lists get so long. It's insane. It's crazy.

SAMANTHA: And we end up off the list. To remember, and I know, Amy, this is something I've heard so many of your women experts say, and it just could not be more true. The best present you



can give to your family, to your office, to your partner, to your friends, is a clear, fed, well rested you.

AMY: Yes.

SAMANTHA: To make sure that your self-care is at the top of that list because when you're exhausted, well, we all know how that goes. We all know how we feel when we're worn out from doing things for other people all the time.

AMY: That's right.

SAMANTHA: I have a very practical tip on how to say no to people, because I am one of those people that if you just ask me, if you put me on the spot and just ask me, I will say yes; I'll cave, I have no backbone at all when it comes to stuff like that. So what I do is when somebody calls and asks me to do something, whether I think I want to do it or not, I say wow, that sounds so interesting or fun or great, thank you so much for asking me, I'm so flattered that you would ask me. Let me call you back in ten minutes, after the weekend, next week, whatever the appropriate timeframe is, and if I have to I can just make a little excuse—you know, I've got to talk to my checkbook, I've got to talk to my husband, I've got to check my calendar, and I'll get back to you. Then here's what happens. When you call them back and say great, I'd love to, they say terrific and you move forward. Or you call them back and say I am so sorry, I'm really not available for that right now. They say oh, okay, thanks so much. They don't even ask you why you're not available. You know I'm not available just because I don't want to, that's why I'm not available.

AMY: Right.

SAMANTHA: But if you . . . when you're in the conversation with somebody, if somebody calls and says oh, Amy, can you monitor the bake sale this weekend, and you say oh gosh, I'm really sorry I can't, they'll start pitching you, they'll start trying to convince you—are you sure, because it will be really fun and we really need you and boy, you're applesauce cake is the best, and so-and-so's going to be there, and then you'll cave.

AMY: Right.

SAMANTHA: To head them off at the pass say oh, bake sale, that sounds great. Give me just two secs to check something out and I'll call you back. Then call back and say I'm so sorry, you know I would love to, but I'm really not available right now for that. You've honored their request, which is what people really want. They just want to be heard, they want to know that they've been honored, they know you've thought about it, you're a considerate person, and then you can be the kind of person where your no really means no and your yes really means yes, and that's living in integrity with yourself.

AMY: I love that and I know that . . . I can't remember which Women Master said it, but no is a complete sentence.



SAMANTHA: That's right.

AMY: You _____ in the moment, because we all love to help, don't we, especially as women. The women on the call, I know you know this, we are born nurturers. It's part of how we are programmed, so we love to help, we love to give. It's how we're programmed and it is so easy to get into that state of complete depletion, so I love this tip that Samantha's given us, of just saying oh great, let me get back to you, giving yourself time to check in with you, and then you can just say no. You don't even have to have a whole story around it, just a nice clean no.

SAMANTHA: Exactly.

AMY: Yes. So again taking out that to-do list. Everybody on this call, those things that you are holding that you think you need to be doing, that you really genuinely need to be doing and things that you actually really, really would love to be doing, and looking at those places where really it's time to say no, it's time to change the agreement, it's time to renegotiate. What are you willing? With my clients, Sam, and I know you probably do this, too. I'll say to them, say no three times today. Just get used to saying no and get it out of your mind as something that's so bad.

SAMANTHA: Right and then there are also the people who are generally inclined to decline. If you put them and ask them they'll just say no.

AMY: Right.

SAMANTHA: _____ for them, too, to say that sounds interesting, let me think about it and call you back, and then to be able to really question yourself—can I try it, am I willing to take this risk, am I willing to risk saying yes to this.

AMY: I love that.

SAMANTHA: Also the thing with the to-do list, I like to call mine a could-do. To-do, it feels like so much pressure, so even if it's like I could pay the bills, I could not pay the bills and really suffer some extreme consequences but at least again, then I make that choice, then I'm in the driver's seat. I could do the laundry. I could walk around in smelly clothes. I have the choice, I get to be in charge.

AMY: Yes. All of these things are really about empowerment and joy, happiness.

SAMANTHA: Yes. We have very rich, very complex lives and I really want people to be able to show up fully for all of it, and to be . . . it's difficult to get less busy than we are. Jobs, family, kids, parents, health issues; things happen, we have to deal with stuff. But the more you can feel some power and control in your own life, the more you can be busy without necessarily buying into the story of busy or the myth of busy, or the stress of busy. I used to love busy because busy was my favorite narcotic. If I was busy enough then the only feeling I had was tired. I didn't have time to feel my feelings, I didn't have time to look at the



disappointments in my life, I didn't have time to really examine what was going on with me and what my purpose was, and where I wanted to grow and to change. I didn't have time for any of that. I was an addict to busy, scheduled morning, noon and night. But then I . . . everything I teach is just because it's just me managing my own difficulties in life. It's all stuff I've had to work on and learn and continue to learn. I stripped a lot of stuff away and as I've started to rebuild there are plenty of days when I'm plenty busy, but to be busy like a surgeon, to be busy like a stunt woman. There's things that have to happen and some of them have to happen with great alacrity; you've really got to move, but in each moment to have a stillness and a sureness and a feeling of rest and confidence. Just because you're busy does not mean you have to be stressed out.

AMY: I just love this and I have to say, Sam, I was so inspired by you last night when we spoke on the phone. You were on your way to the fourth meeting of the day and you were teaching until 10:00 at night. I talked to you in the midst of that and you were like, I think I might have overscheduled myself a little bit. You were completely calm about it and I just loved that. I was like, wow, she's like the . . . you think about the Dalai Lama traveling all over the world, going from speaking engagement to speaking engagement and in this state of total peace, in the midst of busy—talk about busy and talk about giving.

SAMANTHA: Yes.

AMY: So having that mindset of peace and the eye in the calm of the storm, being in the eye of the tornado, so to speak. I love it. I want it.

SAMANTHA: A lot of the reason I can do it is because I take the fifteen minutes a day to do my prayer and meditation practice, I take the fifteen minutes a day to work on my book, I do 20 minutes a day of exercise, and it's tiny little chunks of time. I'm not going to do any triathlons on my workout schedule but I do manage to keep my head on my head.

AMY: Yes. It's really inspiring. That was really inspiring because I know that I've been really overscheduled myself and I was like oh yeah, I can be overscheduled and not stressed about it; interesting. That's really an interesting idea to me.

SAMANTHA: Just because . . . you feel like you can't take the time to do your meditation or to go workout or to take a walk or even just lock yourself in the bathroom for ten minutes, but you can. It's a little like money. Not spending the \$100 on that thing you really, really want for yourself doesn't mean you're going to have an extra \$100 at the end of the year.

AMY: Right.

SAMANTHA: Not spending \$47 a month on The Accountability Group doesn't mean you're going to have an extra \$47 at the end of the month.

AMY: It will go somewhere, won't it?



SAMANTHA: It will go somewhere. That time is going to go somewhere, so you might as well claim it. Just make some really indelible boundaries and say no, this 20 minutes is for me.

AMY: I love it. I'm thinking, Sam, if it's okay with you, I'd love to be able to have some interaction here and allow people a moment to ask you some questions. Are you willing?

SAMANTHA: Bring it!

AMY: Alright, so we're going to do about ten minutes or so of questions. I'm going to put us on the Q&A mode. So here's what this means. If you would like to ask a question to Samantha about this procrastination / perfectionism / saying no, go ahead and press *6 and then 1 on your phone to get in the queue. As people start lining up in there, *6 and then 1, you'll know that you're next up because you'll get un-muted, you'll hear your line get un-muted. It will just be you un-muted. We have quite a few people in the queue, and then I'm actually going to turn off the queue and delete it so that we can do our giveaway for The Accountability Group. Again all the details are at ReadyToGetInspired.com. The group is only \$47 a month, which, seriously, that price will be going up very, very soon because it's ridiculously low priced, and your first week is free, so you can try your first Tuesday night call for free, and the calls are at 5:45 p.m. Pacific Time.

SAMANTHA: Let's also say that you can cancel at any time. You can try it for a month and if it's not working for you, you're not tied into anything that's not working.

AMY: That's right. There's no commitment there, it's just a commitment for you, to you, and however long it serves you. Okay I'm going to go ahead and un-mute our first caller here.

LAUREN: Hey guys, it's Lauren.

AMY: Hi, Lauren.

LAUREN: I'm at my friend's house, Janet. This is her first time listening, so we're doing it together.

AMY: Woo hoo! What's your question?

LAUREN: I just wanted to make a comment because I did the same thing, something that Sam was talking about, when I was doing a website and you both were helping me put this together, and once I launched I was really obsessed with getting my . . . I do a couple of newsletters that had to be out on this date and it had to be out at this time, and I was obsessed with getting it done, and really hard on myself about it. I don't know when it finally hit me but it was such a relief to go well why does it have to be out at 6 a.m. on that day. What would happen if I got it out at 2:00 or 4:00? If I don't get it out that day I'll get it out the next day. So it really helped to give myself that break. I just wanted to share that.

AMY: I love it.

SAMANTHA: You got a good C; that is a good C right there.



AMY: The thing I also love about it is really inviting everyone on the call to take a look at what are the rules that you've made up that are just not serving you. What are the rules that you've made up that are no longer serving you, that you can just make a new rule now? Especially the ones that we put on ourselves, my goodness. Thank you so much, Lauren. Plug your website real quick.

LAUREN: Oh, TheYentaReport.com and _____.

AMY: We love you, Lauren.

LAUREN: Thanks.

AMY: Thanks so much. Okay we're going to the next caller. Here we go. Hi there.

TRISH: Hello, this is Trish in Denver.

AMY: Hi Trish in Denver.

TRISH: Hello. So what Samantha was saying, and thank you all, every week I look forward to these. What Samantha was saying with the narcotic and how being busy is really just that, you just want to be busy, so what I've found that I do is the things that are the most important to me. I have one class left in my MBA program, I've taken it three times and it's literally that I want an A and I couldn't do the work. So I'm like, why is it those things that are so important to us are the ones we procrastinate on the most?

SAMANTHA: Sometimes just because they're important to us. It's hard to let our precious little children out into the world and while things are still in our mind they're perfect. The minute you start working on something . . . you know I can conceive of a painting inside of my mind and it's beautiful, it's perfect, and the minute I pick up a paintbrush that vision has to die. It's not going to be the same as it is in my head. Every once in a while it is and those are great, great moments. We've all had those, we're like, wow, that's amazing. But we need to allow things to come to their natural fruition. I would first of all trust yourself that you haven't finished it by now because it wasn't the right time to finish it before now.

TRISH: Okay.

SAMANTHA: How do you know that it wasn't right for you to finish it? Because you haven't finished it.

TRISH: Okay.

SAMANTHA: That's what happens, so there's no arguing with reality, so we might as well just bless it correct and also examine the system. What's happening with you and that class that's really making it not work? Is it the timing? Is it getting a study buddy? Is it the teacher? Is it the venue? What's wrong in the system?

TRISH: It's finance and I don't want to deal with money.



SAMANTHA: Ah.

AMY: Oh well you just told on yourself, didn't you, Trish?

TRISH: I know.

SAMANTHA: Here's the thing—money loves you money wants your respect, and it wants to give you the things that it can buy. It can't buy everything but it can buy some things. You can abdicate responsibility around the money, you can hand it over to somebody else and say you have to be in charge of this, I don't want to be, and sometimes you can find somebody to do that for you. Or you can just take a big girl pill and manage it the way you know it needs to be managed.

TRISH: Okay, thank you all.

AMY: Thanks so much, Trish. Okay I'm going to go to the next question.

JAMILA: Hello, this is Jamila. Hi, Amy.

AMY: Hi, Jamila, how are you? Nice to hear your voice.

JAMILA: I know. I love your series. Okay, so I'm not going to monopolize all your time. I'm a nonprofit consultant and actually . . . hi, Sam, I talked to you, too, on the phone, briefly about . . .

SAMANTHA: Yes, you were one of my free half hour consultations.

JAMILA: Yes. I'm at the point now where I would like to delegate some things to people and I'm not used to that. What's the best way to do that?

SAMANTHA: First of all you want to be really clear about your intention around your relationship with this person. I would start . . . whoever it is you're delegating to, to say my relationship with you is more important to me than these tasks.

JAMILA: Yes.

SAMANTHA: I don't want to lose a friend or lose a good co-worker or even lose a bad co-worker, over a miscommunication, hurt feelings, my perfectionism, whatever it is that's going to get in our way. So to establish from the outset we're just people here trying to do a good job together, and be working with people that you can have that confidence with, that you can say that's right, we are going to create a space together where we can communicate truthfully, honestly, gently, non violently, and with integrity.

JAMILA: Right. You know I'm used to hiring web designers and things like that, people that are contractors, but people that I want them to start helping me with the actual business stuff,



I'm not really sure how to analyze whether or not I feel comfortable releasing control over certain things, so I didn't know if maybe you had a barometer.

SAMANTHA: You know, it's funny, I got an e-mail from my friend Colleen Gallion, who is also a life coach and fantastic, so if Amy and I are booked call Colleen Gallion, because she's fantastic. She's in LA; ColleenGallion.com I think is her. She was telling me about her little boy Lex and he's coming up on three years old, and it's Halloween and he was making a distinction between things that are spooky and things that are scary. Things that are spooky are unnerving but kind of fun and things that are scary are not fun. So what he calls pumpkin faces, which is jack-o-lanterns, they're spooky. Unexpected loud noises are scary. So to really trust your own internal reading—am I spooked, am I nervous about handing over control of this because it is outside of my comfort zone, and as Amy has taught me, sometimes when you move out of your comfort zone it is uncomfortable. Or is this scary? Do I really have a bad feeling about this? Do I really feel like this is not the person that I want to trust this to or I'm not really ready to hand this over? You can trust your own intuition on this, you really, really can, and you can also be honest with the people you're working with, in saying look, this is freaking me out to delegate but I know I have to do it, so please help me be good and brave. Then just be super duper clear about your expectations and check in with each other frequently, especially early on, so that you can know, step by step, that things are happening the way you want them—at least more or less—the way you want them to happen.

JAMILA: Thank you.

SAMANTHA: My pleasure.

AMY: Thanks so much, Jamila. Okay, one more question and then we'll go to doing a giveaway. Here we go.

LEANN: This is Leann.

SAMANTHA: Hey, Leann.

LEANN: Hey, Samantha.

SAMANTHA: How are you?

LEANN: So my question is this. In life we all have to wear all these different hats, so I have many projects going on and these different hats that I wear, so I'm having a hard time in that busy mode, not wanting to deal with emotional stuff, I put a lot of projects on my plate, but now I'm trying to figure out how to prioritize those projects.

SAMANTHA: Yes. Well here's one of the techniques I use, actually that I learned from Amy, is that I make the big list and I put could-do up at the top. Then the first thing I do is go through and say what are my highest income producing activities, what are the things that are going to have the biggest effect on my bottom line. The next thing I'll do is probably say what things



are time dependent, like what really has to happen today, what could possibly wait until tomorrow, what could wait until next week, so I can get a little time structure in there, too. So what are my highest income producing activities, what are the most time dependent activities and then a final sort of sifter I would put things through is what are the most . . . ten years from now what will have the biggest impact. What are the most important things, and they are probably not the most urgent things. Writing a book is not urgent but it can be very important, and those are the things that really tend to fall off the list, are those things that are so important to us but not urgent. We get so involved in putting out fires and running around that we never attend to those important things, so maintaining long term relationships, larger projects, big scope projects like figuring out the household budget, figuring out . . . doing sales reports on your own business, all that kind of long term strategic thinking. So what's highest income producing, what's the most time dependent and what is the most important—what will have the longest, farthest reaching effects, and what can I a) either cross of the list entirely, or hand over to somebody else.

LEANN: Do you have any tips on how you find the balance with the different projects that we have in our different, various forms of life?

SAMANTHA: You know, the thing about balance gets tossed around a lot and it sounds like some pie that you're supposed to slice up and give equal bits to this part and that part, and that's not really my experience of life. What I'm looking for when I'm looking for balance is a balance between what I am putting in and what I am getting back. I want a balance in my return on investment, and it may be financial, but often not. When I invest in this friendship do I feel that I'm getting back more than I'm putting in, or as much as I'm putting in? When I invest in my spiritual practice does it feed me back as much or more than I'm putting in? When I invest in this time with my husband or my partner does that feed back to me? I'm more interested in the balance going forward and back than I am parceling out over the course of the day.

LEANN: Awesome. Thank you so much.

SAMANTHA: My pleasure.

AMY: Thank you. Alright so I have two questions to ask you, Samantha, and I know that you know what they are because you listen to these calls. The first is please . . . what do you want listeners to most take away from this call today.

SAMANTHA: Mostly I want you to look around and remember that you're doing great. You've made it this far, you're here and God did not bring you this far to leave you behind now.

AMY: Yes.

SAMANTHA: So you're on a journey, there's no perfect version, there's no more perfect version of you out there, leading some more perfect version of your life. There's just you and you're doing great, and you want to do better, sure, of course you do, that's the nature of humanity, continuous improvement. But honor the place that you're at. Find the peace in the



moment where you are and move forward from there with some strength and some calm and some certainty and some fun, for crying out loud.

AMY: And please give everyone an inspiring homework assignment.

SAMANTHA: I'm so excited. Okay, go out, get yourself a kitchen timer and I even say decorate it. Write on there, this is fifteen minutes a day for freedom and for joy and for money and for whatever it is that really motivates you, those things that you love, love, love in life. What do I want to contribute to the world? Put those things on that, on that kitchen timer, so that you're remembering this is not just fifteen minutes a day for you, you don't want to bring your work to light for the greater glory of you, that's not what this is about, because you know what you have to offer will help your family, your community, the world. Put that word on there so that you know when you take that fifteen minutes a day for yourself, that that's what's it for. Plus it's fun to decorate kitchen times.

AMY: Yay, I love that. Oh my gosh, Annabella, my daughter, is going to love that because she's so into timers right now; it's so funny.

SAMANTHA: And I'll tell you what else, too. It's great with kids, the fifteen minute thing. You can clean up a house in fifteen minute increments. It makes all the difference in the world.

AMY: We're going to do a giveaway just at the very last thing here. I want to remind everyone about this amazing Accountability Group that Sam will be running most of the calls, I will be there occasionally, make my cameo, so to speak, and it is just going to be just an awesome thing. We already have some people in the group and more that are coming so please do yourself a favor and see if it's a good fit for you. Go to ReadyToGetInspired.com and again the first week is absolutely free, so try it out for free and then after that it's only \$47 a month, the cost of a couple of lattes each month. I know that people are going to be blown away by how much they're going to accomplish and how much celebration that's going to happen. Then I also want to remind you about Samantha's amazing company and her website. Her website is TheOrganizedArtistCompany.com. Go there, check it out, check her out. Anything else you want to add, Samantha?

SAMANTHA: Just, Amy, I'm so grateful to you. You are just sunshine in human form. You give so much to everyone that comes near you. The grocery store clerk, I'm sure, knows who you are because you just shine your light everywhere you go and I feel so privileged to be your friend and your partner, and I can't wait to see where this group goes. Again we had sort of a little trial run last week and I already got six e-mails from people, going you'll never guess what I did, you'll never guess what happened, it's so great, so I'm really excited about facilitating some of this dream weaving for this group.

AMY: Yay! A couple of reminders. Please share this series with at least three friends. Pay it forward, help us grow. We love having all these vibrant, beautiful people on the phone. I want to encourage you, the power of repetition, if it works for you, buy the recordings of this series, the last series, the first series. These calls are awesome. I'm listening to them again myself and I'm just loving it.



Then also we have a Facebook community. If you search on Facebook for the Women Masters community or for myself, Amy Ahlers, become my friend, join the community, let us know how you like it. Tell us when you're starting your fifteen minutes; we'd love to hear from you.

With that I'm going to go ahead and clear the queue. Now I'm going to go ahead, the queue is still on. If you want to win three free months, worth about \$150, in The Accountability Group, go ahead and press *6 and then 1 on your phone. Samantha I'll have you go ahead and choose a number between one and six.

SAMANTHA: Between one and six?

AMY: Yes because that means I don't have to scroll down and try to count, because I get confused.

SAMANTHA: I'll pick my favorite number two, for partnership.

AMY: Awesome. Okay, great, so I'm going to go ahead and un-mute the winner. Hi there; you won.

SUSAN: I am so surprised and I'm so thrilled.

AMY: Who's this?

SUSAN: This is Susan from Minneapolis.

AMY: Hi, Susan, congratulations. You've won three months in The Accountability Group.

SUSAN: Thank you so much. I have loved it. It has been my must-do every week.

SAMANTHA: Yay.

AMY: Thank you so much, Susan. So Susan, will you please e-mail Samantha. What's the best e-mail, Sam?

SAMANTHA: Get out a pen, because this is long.

SUSAN: I'm a secretary; I'm ready.

AMY: Go ahead and e-mail Admin@WakeUpCallCoaching.com and we'll get you set up. And you can actually just hit reply, even, to any of the reminder e-mails. You'll find us; I'll have your name. Thanks, Susan.

SUSAN: Thank you so much.



AMY: So everyone, I am going to . . . just by the way, everyone, just a reminder. Our last two calls are coming up, SARK and then Marianne Williamson and then myself, so I am so excited. We have an amazing three calls coming up. With that I'm going to un-mute and let you guys say thank you so much to Samantha. Here we go.